

CANADIAN MOVING PICTURE DIGEST

Vol. 21, No. 18

TORONTO 2, CANADA

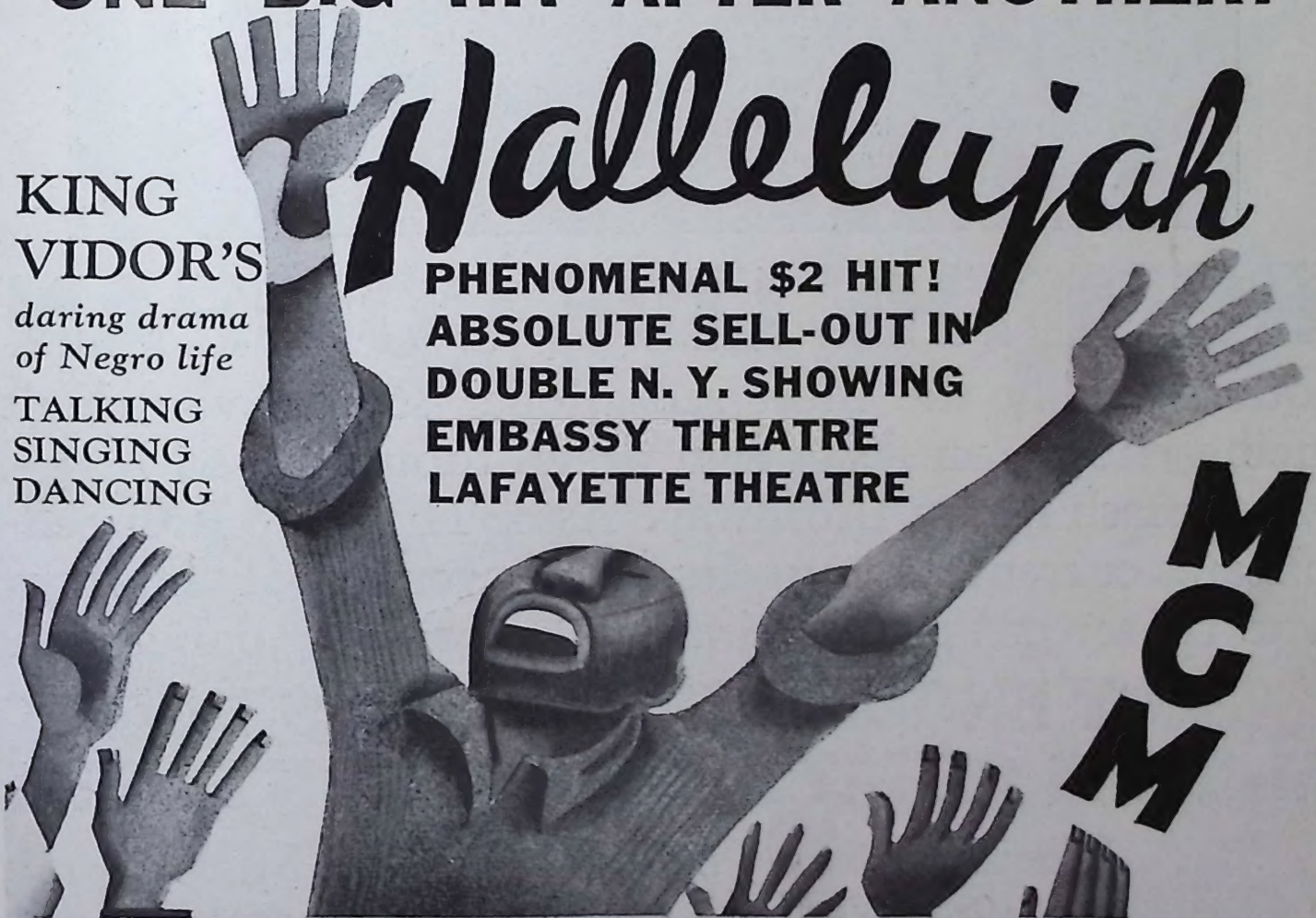
August 31st, 1929

ONE BIG HIT AFTER ANOTHER!

KING
VIDOR'S
*daring drama
of Negro life*
TALKING
SINGING
DANCING

Hallelujah

PHENOMENAL \$2 HIT!
ABSOLUTE SELL-OUT IN
DOUBLE N. Y. SHOWING
EMBASSY THEATRE
LAFAYETTE THEATRE

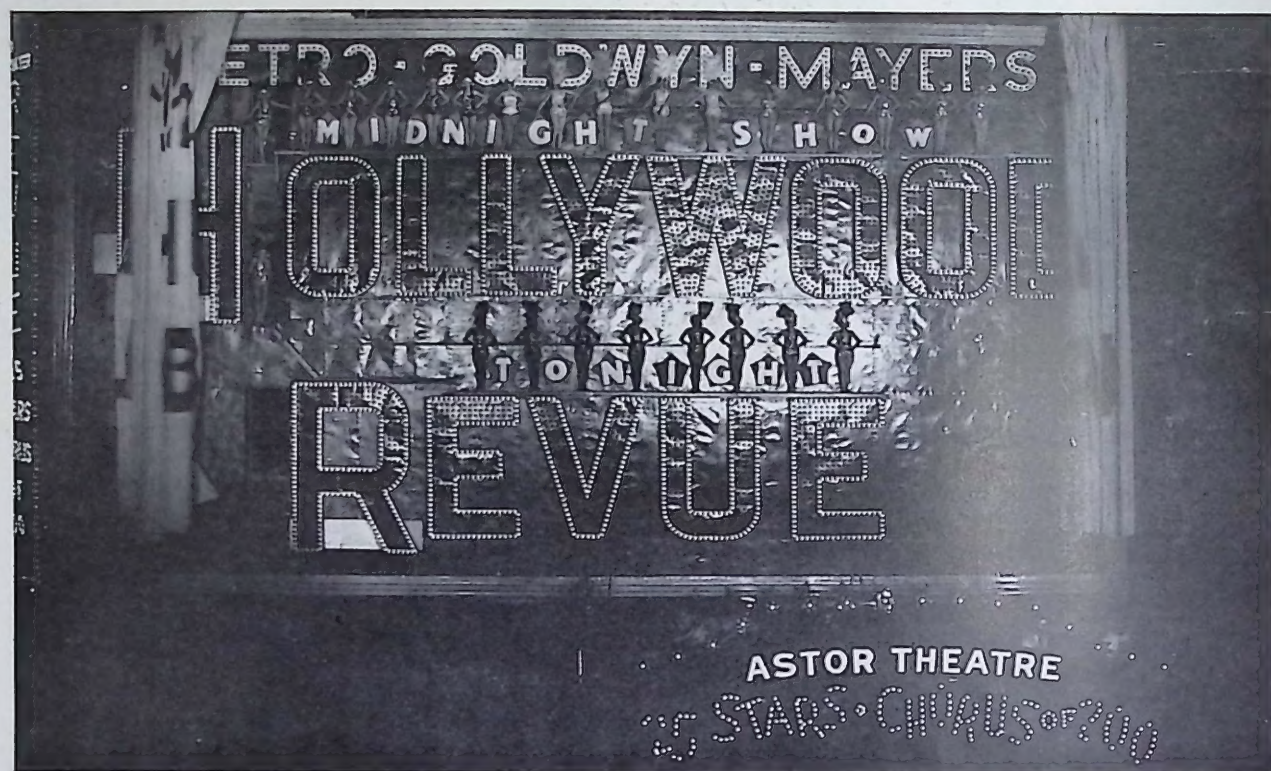


"Hollywood Revue." "Hallelujah." And now Joan Crawford in
"Our Modern Maidens", bigger than "Our Dancing Daughters"
Watch METRO-GOLDWYN-MAYER

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
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East and West



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\$2 TWICE DAILY

HOLLYWOOD REVUE

Astor Theatre, New York
\$2 TWICE DAILY

HOLLYWOOD REVUE

Opens soon Boston, Frisco, Chicago and elsewhere
\$2 TWICE DAILY

DYNAMITE

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HALLELUJAH

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Marion Davies
Mayan, Los Angeles
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Lafayette, New York
\$2 TWICE DAILY

METRO-GOLDWYN-M

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THE two outstanding issues confronting the motion picture theatre owners of America today are those of the *quality* and *price* of the motion picture sound equipment which they install.

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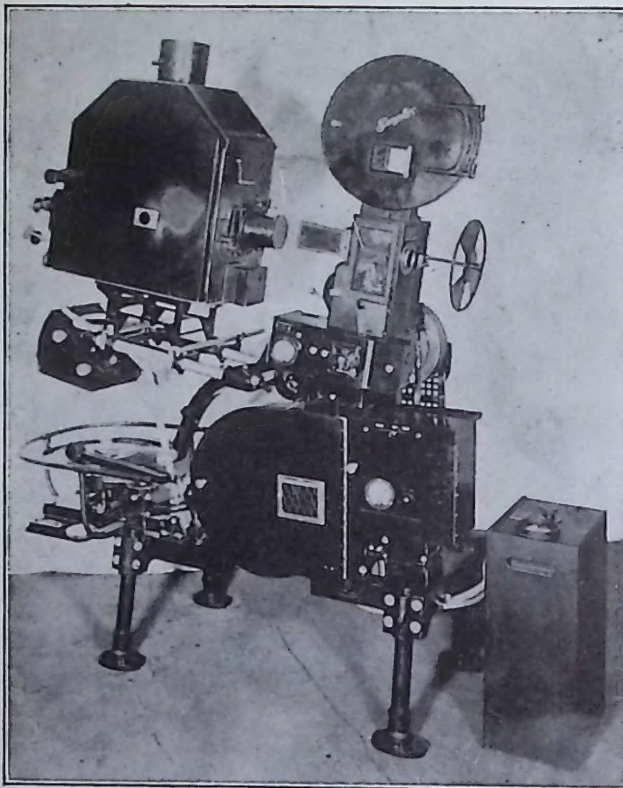
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RAY LEWIS

Editor and Managing Director

Vol. 21, No. 18

TORONTO 2, CANADA

August 31st, 1929

Beware of Grafters



IT HAS been brought to the attention of The Digest that certain companies have taken orders for Equipment governing "Sound" and "Talking" pictures in Canada; and that these companies have promised delivery, under written agreement and contract on a prescribed date.

That the exhibitor, as an indication of his good faith, has advanced a certain sum of money as part payment on his purchase.

That the Equipment Company, through its agent, or agencies, or through its head office, has received this money and approved the existent contract.

That the money advanced by check, by the exhibitor, has been cashed by the Equipment Company, but that this company, has not only failed to live up to its agreement, or contract, but has failed to give a reason for its delinquency.

That the company involved has not offered to return the advanced money, nor taken any cognizance of any communication by letter, or telegraph forwarded to the company by the exhibitor, or his legal representative.

In view of such procedure, The Digest warns all exhibitors desirous of purchasing Equipment **TO DO BUSINESS ONLY WITH FIRMS OF ESTABLISHED REPUTATION AS TO INTEGRITY AND SERVICE.**

To investigate before signing agreements, or contracts, before making cash, or check advancements.

To hesitate before rushing into any Equipment obligation, or contract, considering the question from all angles.

To exact from the company with which the exhibitor does business an equal guarantee of good faith in proportion to that guaranteed by the exhibitor.

To remember that the most economical equipment is always the best. That quality is the great essential; and that poor, or inadequate tonal recording, or reproduction is a liability, and not an asset to your theatre.

Invest in the best. Invest now, the sooner the better. Ride on the wave of success. Capitalize on public interest and popular appeal.

The old type of showman may have been uneducated, uncultured, unschooled in Einstein's Theory of Relativity, or community service, but he knew the relationship of entertainment to his box-office, and the affinity between his box-office and the public.

He could count on his fingers as fast as a chartered accountant figures in his head; and when he ran out of fingers, he used his toes for figuring profits.

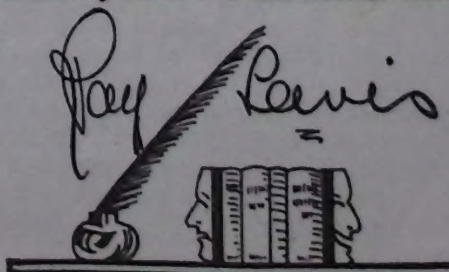
He smelled Success with the nose of a connoisseur, and he rejected competition and opposition.

He sensed what the public wanted; and he "delivered the goods."

High-powered salesmen, from the speakers of the League of Nations, through the Industrial territories of Trade and Commerce, use Showmanship to sell their idea to the public.

Sell whoever does business with you, the idea that you are a showman who knows values; and gets these values, then sell your public with the same sales presentation.

Don't waste your forces worrying about how long the Talking picture will last. You won't last nearly as long as it will, unless you have a sufficient faith in its appeal to take a Showman's chance!



RCA



RAY LEWIS

PRESENTS

(Special to The Digest from New York)

AN ALLIED FORCE of Producers and Distributors of Motion Pictures, of Sound Equipment, of Independent Exhibitors, assembled at a Luncheon Meeting at the Astor Hotel, Thursday, August 21st, at 12.30 noon, remained in session for over three hours, discussing the problems of the Independent Exhibitor, and the Five Year Franchise as offered to exhibitors by the R-K-O, and the Tiffany-Stahl productions.

The RCA becomes indirectly a party to the Franchise plan, since a special price on its equipment has been made, with other noticeable and important concessions to meet the income of the smaller exhibitor; or houses. In fact this Equipment was practically built by the RCA, following many conferences with exhibitors in order to serve the smaller houses.

THE RCA is offering this class of houses, equipment which runs below \$3,000, guaranteed to be as technically perfect as the quality found in the higher priced equipment of this company.

The manufacture of this RCA Equipment followed the offer of the Franchise—Five-Year-Plan as presented by the Tiffany-Stahl and RKO Companies, and exhibitors have practically named the price at which they can afford to buy Equipment for pictures. The manufacture of the Equipment as offered grew out of the solicitations of Commissioner Myers and Chas. O'Reilly, who declared that exhibitors' problems would not be temporarily solved with the securing of pictures, they must have the necessary Equipment for reproducing.

IT IS MANY YEARS since your editor has attended an Independent session so electrically charged with earnestness.

Never since the days of "Jimmie Walker's," Independent Picture Pioneering, never since the Empire of Sidney Cohen's administration, when men like Harry Davis of Pittsburgh, Whitehurst of Baltimore, Keeney of Brooklyn, Walsh, Seider, Al Steffes, (good, old belligerent Al), Cross, "Mike" Comerford, "Pete" Woodhull (smiling, diplomatic Pete), etc., etc., followed a policy of "one for all and all for one," and Charley O'Reilly, that clear thinker and straight shooter, co-operated with his Film Chamber of Commerce for the good of an Independent Industry, have I witnessed such an united and formidable front "to the enemy."

The Allied Forces registered that they meant business; and I think, with all due modesty as a thinker, that they have the greatest chance in the world to make their plan economically sound, for, discounting heroics, etc., that is the only kind of a proposition which can grow legs upon which to stand, if they go through with their promises and pledges.

The records of Independent past performances are against them, not as individual units, but as a consolidated body.

WHEN the functioning Conservative Party in England became Liberal Progressive, and the Liberals linked up with Labor, in the final analysis it only meant New Blood, with more progressive and liberal ideas, fusing itself with the old Die-Hards, who had to acknowledge that all new ideas are not the beginning of a Civil War, a Revolution, or a Symbol of Anarchy. The Tories realized that the stability of the country depended on a "Unity of its Strength," and that the Old Blood had become somewhat fixed in its method of circulation.

To loosen up its arteries and veins, might prove temporarily uncomfortable, since power invariably is stubborn, and stubbornness leads to intolerance and arrogance, but the results justified the means to the end.

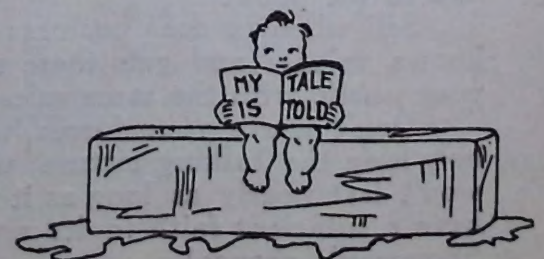
Co-operation is generally more successful than opposition. The Standard Oil, General Motors, Radio Corp. of America, etc., etc., have long since found that out, that is why in their "House there are many mansions."

THERE are many difficulties still to be solved. No proposition, however liberal, can become a panacea for all of our ills, because some ills are imaginary, and some are rooted within ourselves. Those outside can be overcome with extraneous Ways and Means, but it is necessary to remember that we are not always 100 percent right and the Other Fellow 100 percent wrong.

TO TRY to please all the people all of the time, is as impossible as "fooling all of the people all of the time."

The RCA is proposing to open thirty service stations with an experienced engineer supervisor, having under his charge twenty to thirty installation service men for the U. S. and Canada.

The Canadian Northern Electric has already established such a service, for it is necessary that Equipment should receive experienced technical supervision; and if one had a Rolls Royce car, one would certainly expect a Rolls Royce mechanic, or the nearest to that class, if the other service was not available, to overlook the motor, etc., or make the necessary repairs.



Jews Massacred in Holy Land

Digest Appeals to Our Industry to Form Committee For a Relief Fund

A MOTION PICTURE PALESTINE FUND

THE MOTION PICTURE INDUSTRY has a Jewish heart. The Jewish heart, is above all its qualifications, a heart which responds to all appeals for help.

JEWISH EYES weep for the wrongs of all oppressed peoples, easily and readily. Jewish purses open spontaneously for all humanitarian and philanthropic causes, for the relief of the poor and the oppressed of all nationalities.

I AM appealing to the Jewish millionaires in our Industry to form a Motion Picture Palestine Fund for the relief of their people in Palestine.

I AM appealing to the Christian Element in our Industry, which works with Jews as its partners, for Jews as employees, or as employers of Jews, to co-operate in an endeavor to raise a Fund for the relief of the Jews of Palestine.

A DAY should be set aside in all theatres to collect Funds for this relief and on which day the profits, over current expenses, should be contributed to this Fund.

THE THEATRES should announce their purpose, broadcast a message of appeal from Jewish Leaders, or utilize local speakers for the occasion.

IF THIS is deemed inexpedient, a Motion Picture Relief Committee should be formed to which Funds can be sent in the name of the Motion Picture Industry.

THE CANADIAN MOVING PICTURE DIGEST will donate \$50.00 (fifty dollars) to this Fund; and will receive the contribution of any exhibitor or contributor, forwarding the sums collected to the Motion Picture Relief Fund when formed, or to the headquarters of the Toronto Zionist organization to forward on to Palestine.

THIS is an age of Liberty, an age in which no religious fanaticism should be tolerated. An age in which each man should function as his "brother's keeper," an age in which promises should be religiously fulfilled.

THIS is not an age of massacres, of rapine, of human slaughter, of War. This is an age of Great Wealth-Building, it should be an age of GREAT GIVING.

ARABS are stoning, slaying, and torturing innocent people. Unarmed students, Rabbis, observing the Sabbath in Peace, spiritual martyrs for the Re-establish-

ment of that Jewish Soul and Spirit which gave the world a Moses and a Christ, a race of prophets, which exalted womankind to the Throne of Beatification, these are tortured, massacred in that New Temple to the Glory of God at Hebron, by fanatical fiends.

MEN, women, children, are being murdered because they are born Jews, live like Jews, are conscious of their nationality. These die like Jews, as did the great Jews which made history throughout the civilizations of our World.

THAT the attacks upon the Jewish colonies, the Seats of Learning, were organized and premeditated, needs no further proof, than the existent evidence. But what White Brain inspired the Seed of Ishmael to raise its hand and scimitar against the Seed of Jacob?

WHAT WHITE BRAIN used the Arab as a catspaw? The Britisher has prided himself on statesmanship, diplomacy, on ways and means of sifting out the truth! The Eyes of the World are turned toward England in interrogation. Who is responsible?

I HEAR of Compensation petitions being presented. Can money restore the dead? Can money compensate the broken hearts of the living? Can money redeem a broken pledge? Service, sincere service and sacrifice can only compensate for that which has been.

BLOOD waters the soil of the Holy Land, meeting the Living Blood which is the Life of its soil, the Living Blood of the Old and New Testament, conceived, suckled and cradled, fed to spiritual manhood in the Holy Land.

HOW MUCH of a Jew are you? How much of a Christian? How sorry are you for this massacre of innocent men, women and children? *Measure your sorrow by your gift in proportion to what you can afford to give.*

NO ONE but The God in you Knows the extent of your Sorrow, how acceptable is your offering. *Address all gifts to Palestine Relief Fund, Canadian Moving Picture Digest, 259 Spadina Avenue, Toronto. Publication of all contributions will be made in current issues as received. Names of donors withheld on request.*

—RAY LEWIS.

PALESTINE RELIEF FUND

Canadian Moving Picture Digest\$50.00

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Vitaphone Gives You:

The greatest and most complete array of short subjects in the industry.

1,000 acts to choose from.

More added every week.

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PRESENTATIONS



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Musical Comedy Stars

Cream of the Amusement World



VITAPHONE PRESENTATIONS
REG'D TRADE MARK



Observations



By The Editor

IT IS EXPEDIENT, and vital for Equipment to undergo inspection. The average and perhaps it is safe to say that 80 percent of our present projectionists are not mechanically proficient to take care of the new "Sound" and "Talking" Equipment without the skilled guidance and instruction of men who have specialized and been trained for such work.

The reason for the charge for such service, which companies are making, appears to me to be as reasonable as the charge which Motor Companies make for service on cars.

* * *

MOST companies, selling cars, give a free service for a certain time in order to convince the purchaser that the company stands behind its merchandise.

Taking into consideration the fact that Motor Companies have such mass sales that they can afford to furnish such service free, I believe it would give exhibitors a greater confidence in their investment if Equipment Companies furnished, say a three months' free service of inspection, and repairs, governing their sales.

* * *

FOLLOWING such a guarantee of good faith, exhibitors must expect to pay for service, wherever they get it. There are companies which offer service to exhibitors using any kind of Equipment; and such service has been efficient.

But it is only natural, and good business that companies, selling Equipment should desire to take care of their own Equipment, especially since this innovation in theatres is still a new proposition.

* * *

MACHINES are being taken care of by projectionists, not yet skilled or versed in its mechanism; and with competition so keen, and so much virgin soil to cover, it is a sound argument which argues that companies cannot afford to take any chances with their Trademark.

* * *

MACHINES must be given every chance to register. Every satisfied exhibitor, every satisfied patron is a publicity agent for a Sound Trademark. Equipment which has learned to sing and talk, must not be allowed to bellow and squawk.

* * *

IN CONVERSING with Equipment companies on this Service Charge, which appears to be a noticeable "thorn in the flesh" of exhibitors, I have been advised that Service Charges will be reduced as soon as there is a sufficient amount of business to absorb the overhead of such service. At present I am informed that the cost of service is in excess of the intake.

* * *

ISN'T IT NICE to have so much to think about and to talk about? Personally I am having a "lovely" time. What do they say about "Packing up your troubles and smile, smile, smile?"

* * *

THE CLOSED theatres will gradually re-open, the old "shooting galleries" will be replaced with a better grade of house. The exhibitor, who was satisfied with Bread and Butter will ask for some marmalade in addition; and its coming to him the moment he senses

that he wants it; has a taste for it; and is willing to work to get it.

* * *

YOU CAN only kill a Live Wire by cutting off the juice. You can corner the wheat market by controlling the land on which wheat grows. You can control oil by buying up all the oil fields, control diamonds by buying up the mines, but you cannot monopolize Brain Power, and as long as the Brain functions in Man, so long will Man be Inventive; and being Inventive always go the "next fellow," "one better."

* * *

AND NOW let's laugh, although the laugh is on me. Oscar Hanson, you know "our Oscar," following a forceful address at the Allied meeting at the Hotel Astor, finishes up his address by pointing to our one and only Ray Lewis; and saying, "If you want to know what kind of a fighter I am, there's Ray Lewis, ask her, I have lived with her in Canada for eight years."

* * *

WHAT HAPPENED? I leave that to your imagination! The best laugh of the meeting followed. As I say, the laugh was on Oscar and Ray Lewis, but there you are, these things will happen; and His Worship, the Mayor, who enjoys a good laugh ever since the days when he was "Smiling Jimmie Walker," and Commissioner Myers, and Charles O'Reilly, and Al Steffes, and that mighty host of exhibitors, who may be small on seating capacity, but who have a capacity to laugh which is prodigious, all gave us the merry ha! ha!

* * *

I SAID, "Oscar, spare my blushes;" and just then I heard a deeper laugh from across the press table. "Slime's" representative was there and had heard! Which made it necessary for me to call up Howard Dietz, of M-G-M; Col. Cooper, at the Hays' Organization; to see if they would use their influence to get me back to Canada, providing complications should arise. So far, "all is quiet on the Western Front," Universally!

* * *

HOWARD DIETZ was leaving for Murray Bay, golf bag and all, having noted that "Hallelujah" was all set for an opening at the Embassy; and it looked as if Leo, the Lion, would be shouting "Glory Hallelujah" for some time to come, counting up box-office statements.

* * *

TO RETURN to the Allied Luncheon, Mayor Jimmie Walker gave an address which was filled with wit and advice, evidence of good-will, anecdotes, and reminiscences.

* * *

AT ONE TIME His Worship became so reminiscent that he remarked, "Thinking of old times, it seems a long time since Ray Lewis was a young girl living with her old folks in Canada."

* * *

HIS WORSHIP certainly tried to make me a "good woman," as he explained when challenged by your editor, but ye gods and gold fishes, who could be anything else seeing that it is "such a long time since I was young."

GENTLEMEN READERS, and others, there is no Time in Eternity; and if it is a long time since I was young, why then by the same token, as Charley O'Reilly would say, Jimmie Walker had learned how to get the vote, having long since voted, when I was at an age, sufficiently tender to be wondering what was the difference between "Mammy" and "Sonny Boy."

* * *

THANKS for the "official notice," Mayor Walker of New York, Your Worship made me a good woman, but Oscar's presentation had more Sex Appeal!

* * *

FOLLOWING the meeting at the Astor Hotel, New York, of Allied Forces, a further investigation revealed that exhibitors in great numbers, across the U. S., were signing up Franchises, and that RKO, and Tiffany-Stahl were rolling up a bulk of business which looks as if the Franchise Plan is at least a stimulation for play dates.

* * *

A FEW YEARS ago the M. P. T. O. A. hit upon a plan, whereby it founded a Board of Trade and Commerce. Independent producers joined in the proposition, financed it and promised to co-operate with exhibitors on prices.

Several producers came through with their pledges, noticeably Universal, which paid every cent it promised to pay and played clean all the way through.

* * *

SEVERAL of the other Independent producers fell down on their promises and so did the exhibitors. The alibi was the same, with but slight variations from both sides. The exhibitors claimed that no preference was being given to Independent requests for play dates; and that Independent producers were holding exhibitors up on prices.

* * *

THE PRODUCERS' alibi was that exhibitors were not coming through with play dates; and that they were taking an unfair advantage of the alliance to cut down on prices. The result was that a big, live idea, died a natural death, because a house divided against itself cannot stand.

THE FIVE YEAR FRANCHISE PLAN certainly looks a fifty-fifty proposition in respect to the companies which are offering it, and the exhibitors who are sponsoring and supporting it. Whether the Independent exhibitors will make it go over, remains with them. This much can be said for the producers' end of the proposition.

* * *

I HAVE watched Oscar Hanson, as General Manager of Canadian Educational, grow up in Canada for eight years. I have watched him overcome obstacles which would have "licked" other men. I consider him one of the best executives which any organization could possibly secure in his particular field of work. He has vision, foresight, business sense, he has a pioneering spirit, he is a sincere worker and a hard worker.

* * *

HE WILL give his best to the Franchise plan; and it will be an honest best, of that exhibitors can be certain.

The RKO affiliation is a big one. I have had the pleasure of meeting several executives and officers of the RCA of which the RKO is a part.

* * *

I DO NOT believe that Mr. Sarnoff, of the RCA, would give his approval to a plan of such importance and of such a radical nature, if he did not think that it had a business chance to succeed. Those who are wondering what it is all about can settle down with an assurance that Mr. L. A. Young and Mr. David Sarnoff, who have built up fortunes in other industrial enterprises, competing for success with competitive forces manned by Brain Power and Money Power, these men are not going to let a motion picture proposition lick them; and if history does not repeat itself in the phase of Independence, which dashed itself to pieces upon its own Rocks of Little Faith, Political Greed and Jealousies, it looks as if Independence may become a power in the Industry of Motion Pictures.

* * *

IT IS NOT so many years since "Jaydee" Williams made picture history by his introduction of the First National Franchise Plan. This plan proved a blessing
(Continued on Page 12)

Absolutely Perfect for "Sound"

The **MOTIOGRAPH MODEL H** meets every "Sound" requirement. Massive construction eliminates vibration. Perfect machining of parts permits noiseless running with perfect rock steady projection. The new patented Cylindrical Shutter on the gate, ball bearing, adjustable while running, cuts off 62% of the usual heat from the film thus greatly reducing danger from fire and protecting the movement, shoes, springs and lenses from excessive temperatures. Due to the lack of heat on the film, the sound track is kept in perfect condition, eliminating warping or ripples which causes "flutter" and thus permitting perfect reproduction. **And the DeLuxe Model H is adaptable to all Sound systems.** Drop us a line for full particulars and a long list of recent purchasers. You owe it to yourself to consider these matters, because no matter how costly your "Sound Equipment," the result is no better than the Projector will allow it to be. Therefore, since you are investing a large amount on "Sound Equipment," make your installation perfect — do it right with Motiograph DeLuxe.

GENNETT MUSICAL AND EFFECT RECORDS are the ones you want for accompaniment with Silent Pictures, none better. New prices in effect to-day, on issues up to August 1st, same selection both sides. Special Musical Selections, \$1.00 each. Straight Effects Only, \$1.25 each. New August issue, different selection on each side, \$1.25 each. Send for complete new list.

A. C. SPEED INDICATORS. Fit any projector. Per pair, \$60.00.

USED PROJECTORS. We have a few Powers 6B and Simplex Projectors taken in on new Motiographs. These will be rebuilt to first class condition, guaranteed of course, and sold out at bargain prices to clear. Now is your chance, grab it!

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

OBSERVATIONS

(Continued from Page 11)

to the Industry, from which conception was born some of our motion picture potentates of to-day, now called the "Big Fellows," some of our best directors and players. First National led for several years in the strongest line-up of pictures; and made some exhibitors wealthy men. It also saved hundreds of exhibitors from going out of business.

* * *

"JAYDEE" studded the heavens of our Industry with stars; and was the inspiration for Leo, the Lion's place in the starry firmament, with M-G-M's present legion of stars brightening Broadway and Main St.

* * *

GOING further back we find that "Jaydee" built up Paramount for Adolph Zukor; and was the inspiration behind other powers in our Industry.

It has been said and wisely, that "from little things great things arise," "Competition is the life of trade" with the emphasis on the "is" to affirm and confirm this statement.

* * *

WHEN the Industry receives an impetus to produce Better Pictures, to adjust expenses so that sales can meet the price of "customers," when the "even tenor of our way," receives a jolt, it is good for all of us. We bestir ourselves to see what has hit us; and we arm for defence.

EVERY PLAN has a vulnerable heel through which it can be destroyed. One finds a lesson in the story of Achilles whose mother Thetis dipped him in the River Styx to render him immortal, but while giving him this baptism, she held him by one heel, which was left vulnerable; and through which he received a poisoned arrow, causing his death.

* * *

A LACK of sincerity can make a hole in the Allied Franchise Plan, large enough to allow an army of opposing forces to pass through. Personally I would prefer to see the Independents working out their salvation through Economic Independence, Initiative, and Aggressive Business go-getting methods, than appealing to the Government for Monopoly Investigations, and giving some government officials, who have outlived their political usefulness, an idea of how they can get a "fat job" and fee, milking the Industry.

* * *

THE "GRAND MEN" of our Industry, beholding the marriage of Young Independents should assume the attitude of "Bless you, my children, bless you," for they too were young in the Industry, perhaps a decade or two ago, and they too were at that period of their growth, when they were called Independents!

Quality Equipment

Powers Cinephone The Finest Type of Talking Picture Equipment. Sound on Track and Disc.

Perkins Discs The Sound Equipment at a Price the Small House Can Pay. Double Channel Amplifier. Discs—Speakers—Fader. Complete \$1,800.

Simplex Projectors For Twenty Years the Best Machine. More Used than all Other Makes Combined.

Transverters Used Wherever Results Count—made by Hertner. Often Copied—Never Equalled.

Walker Sound Screens Installed in Every Large Circuit in the United States Except One. Best for Talking Installations.

Richardson's Hand Book Volume 3 on Sound Now Ready

Distributed in Canada by Canada's Largest Supply House

Perkins Electric Company Limited

Toronto

- Montreal

- Winnipeg



Show Business



Earle C. Hill and his orchestra, the former Capitolians, who have been heard regularly at the Capitol Theatre, Winnipeg, for the past six years, and also at many large centres in Western Canada, clear to Vancouver, B.C., as guest artistes, will play at the Royal Alexandra Hotel, Winnipeg, next season, starting the first week in September.

An orchestra of sixteen musicians, many of whom double on wind and reed instruments, a banjoist who also plays a horn, will comprise the orchestra. The new talking pictures do not require an orchestra except the one which comes with the film. Thus this famous Band's services are not required.

In line with the progressive policy always adopted by the Osborne and Tivoli Theatres, Raymond Kershaw announced the completion of new and modern additions to the ventilation and cooling system of these two theatres. Mr. Kershaw explained that these changes were primarily made necessary by the coming installation of talking pictures. The alterations and new equipment were installed at a cost of nearly \$5,000, which now places the Osborne and Tivoli second to none to any theatre in Canada in point of adequate ventilation and cooling systems. Talkies go in both theatres September 3.

With the closing of the Capitol Theatre August 9, the house becomes one of the chain controlled by the Radio-Keith-Orpheum Company, of Canada, according to authoritative announcement. The theatre, after these extensive alterations and improvements, will re-open Monday, September 2, as a first class vaudeville house, playing quality R-K-O programmes.

Famous Players Corporation of Canada have given a lease of the theatre to the new company for twenty years.

The marquee at the Portage Avenue entrance will boast one of the most lavish electrical displays of any theatre in the Dominion.

Now that this transfer is a definite proposition of the near future, the control, as stated, passes to the Radio-Keith-Orpheum Company of Canada, recently formed to operate certain theatres in the principal cities, of which the Capitol and Orpheum in Winnipeg, are a part. The change will result in bringing to Winnipeg a finer quality of vaudeville than ever, presented in an environment that will materially augment the comfort and satisfaction of patrons. The Capitol was built in 1916 at a cost of \$1,250,000 for building and site. The Portage Avenue Entrance cost \$270,000.

Extensive improvements, alterations and additions are being made to the Capitol Theatre, Winnipeg. The cost will be \$75,000. H. M. Thomas, Toronto, Western Divisional Manager, is in charge of the work.

A new marquee will be built on a much more pretentious scale than the present one, and will extend along the entire Portage Avenue front of the block, as well as over the entrance to the theatre.

The sign, which extends upwards to the roof, will be placed in the centre of the new front, and the windows, which are in the second and third stories will be changed to art glass and ornamented. The front will be stuccoed and many other improvements are to be made.

Inside the stage will have an apron added to it and this will give singers a better chance to put their work over with an audience.

Orpheum vaudeville will be transferred to the Capitol Sept. 2. The entire interior of the Capitol will be recarpeted by a Toronto company, and all the loge chairs will be replaced with new furniture from Kitchener, Ont., of the most modern design for room and comfort for patrons. The ventilation system will be added to; the operating room and the stage section for the presentation of talkies and sound pictures will be made to conform to the new policy.

The annual outing, sports, dinner and dance of associated film organizations in Toronto, Ontario, were conducted at Rouge Hills, 17 miles outside of the city recently. The program comprised baseball, golf, tug-of-war and track events, followed by the dinner and dance. Officers and employees attended from Famous Players Canadian Corp., Famous-Lasky Film Service, Limited, and Regal Films, Limited.

Manager J. M. Franklin of B. F. Keith's Theatre, Ottawa, made his second trip to New York City within a month to confer with R-K-O executives regarding the revival of vaudeville in the Ottawa house after three months of synchronized pictures exclusively. Acts will again be booked into Keith's in September.

Exhibitors of Ottawa, Ontario, presented carefully selected features for the week of the annual Ottawa Fair in an effort to meet the counter-attraction, the experience in previous years being that local theatres did not do so well during the exhibition rush. Manager Ray Tubman presented "Dangerous Curves" at the Regent, which, in addition to starring Clara Bow, had a circus theme which was appropriate for the midway enthusiasm of the week. Manager Joe Franklin of B. F. Keith's Theatre made sure that he got an all-talking feature, "The Man I Love" for the benefit of rural visitors who had yet to take in their first synchronized picture. Manager P. J. Nolan presented "The Redskin" at the Avalon because an Indian Village was a special feature of the Ottawa Exhibition and, by way of ballyhoo, he invited all of the Indians to be his guests at an Avalon performance.

A visitor in Ottawa and other cities of Eastern Canada recently was Lawrence Leon of the L. and M. Theatre Enterprises, Inc., New York City. Mr. Leon made a survey of a number of Canadian theatres in which his firm is interested.

Common stock of Famous Players Canadian Corp., is mounting still higher on the Canadian exchanges on the strength of continued heavy increases in earnings during the summer months due to synchronized films. In a few weeks the traded securities have jumped from 51 to 74 and the end is not yet in sight.

Ambrose Nolan, assistant manager of the Avalon Theatre, Ottawa, grabbed a fine bit of the limelight in connection with the outboard motorboat championships at the Canadian Capital on August 23 and 24 when he drove one of the speedcraft, his own, entered as the "Avalon." The name on each side of the boat could be read a mile away.

Round About the Studios



A lovely Metro-Goldwyn-Mayer star, Renee Adoree.

Margaret Wycherly doesn't believe in letting opportunities pass by. As soon as she finished her role in Metro-Goldwyn-Mayer's "The Thirteenth Chair," the famous stage star accepted an engagement in a Hollywood theatre to play "The Jade Goddess," her recent New York stage hit, before returning to Broadway.

James Murray, popular leading man, last seen in Universal's "The Shakedown," one of that company's recent successes, and who is now playing opposite Mary Nolan in that star's first Universal feature, "The Shanghai Lady," has been signed to a long term contract by Universal. He will appear in a series of pictures during the next several years. He is rated as an excellent juvenile for talking pictures.

In addition to Monty Collins and Vernon Dent, co-featured as they were in silent Mermaid Comedies, two splendid supporting comedians appear in "Ticklish Business," the new Educational-Mermaid Talking Comedy. They are Jerry Drew and William Irving, featured comics in their own right.



Helen Foster appearing in Tiffany Productions.

Two of Broadway's favorite entertainers, Helen Morgan and Rudy Vallee, have been added to the cast of Paramount's "Glorifying the American Girl," one of the most ambitious productions ever undertaken by the company. Miss Morgan, who is the reigning queen of blue singers, sings a specially written song in the production and Rudy Vallee croons a ballad in his best "it" style. Both of these numbers have been given a lavish setting for the production. The Connecticut Yankees furnish the musical background for the Vallee numbers.

Bob Milliken, famous comic of many Mack Sennett comedies under the rooster banner, is back with Pathe in two new all-talking comedies, "Haunted" and "Wednesday at the Ritz," both produced by Gordon Bostock.

Karl Dane has been added to the cast of M-G-M's story of the Foreign Legion, "The Bugle Sounds." The cast of this picture which George Hill is directing, now includes Wallace Beery, Ernest Torrence, and Karl Dane.

Louise Lorraine and Lane Chandler will be co-featured in a new Universal serial, "The Lightning Express." Henry MacRae will direct.

Morton Downey, whose next screen appearance will be in Pathe's "Lucky in Love," a singing, talking production, is the rage of London at present writing where his tenor voice is bringing fame to the song hits of his Pathe picture.

The problem of selecting a leading man for Belle Baker's first motion picture—"Song of Love"—was definitely solved when Harry Cohn, vice-president in charge of production, at the Columbia Hollywood studios announced that Ralph Graves has been assigned to the role.

Typical Western heroes and villains of the old school will be seen with Louise Fazenda in the Christie Talking Play, "Faro Nell Or in Old Californy," which will immortalize comically the melodrama of the good old Western screen. Jack Luden will be the hero, Frank Rice the Sheriff, Harry Woods the gambler-heavy, and Charlie Mack the keeper of the Last Chance Saloon. The picture will be released soon by Paramount.

Hardly had Mr. Joseph I. Schnitzer, president of Radio Pictures, returned from abroad than he issued the crackling announcement that Radio Pictures is to make an even greater play for first honors in motion picture production with his statement that Bebe Daniels is to be starred the early part of next year in a brilliant English screen version of "Carmen."

The final "shots" on "Flight," Columbia's first all-talking roadshow attraction in the new season's product have gone to the cutting room. The editing and cutting of the first all-talking epic of the air has been entrusted to Ben Pivar, Maurice Wright and Gene Milford. The work will also be supervised by Frank R. Capra, director, and Captain Francis E. Pierce of the Flying Division of the U. S. Marine Corps at San Diego, who has been especially assigned to the task by the United States Government.



Claire Windsor and Ricardo Cortez as they appear in "Midstream" for Tiffany.

Mary Nolan is to star in "The Shanghai Lady," the John Colton play which John Robertson will direct for Universal. Announcement has also been made of the signing of Wheeler Oakman in support of Miss Nolan. Houston Branch and Winifred Eaton Reeve are busily preparing the adaptation, continuity and dialogue for this feature.

Arthur Richman, whose stage success, "The Awful Truth," brought fame to Ina Claire, made a trip to Culver City to assist in the adaptation of the play as the brilliant star's initial Pathe talking production.

Universal is preparing two new starring pictures for Laura La Plante, "The Poor Sport" and "The Behavior of Mrs. Crane."

Lou Ayres, who plays the part of Greta Garbo's youthful lover in her new Metro-Goldwyn-Mayer starring vehicle, not yet titled, has one of the most familiar faces in Hollywood, although his film career has been very brief.

Ayres was a member of the Montmartre Cafe jazz band until recently when his engaging personality caused directors to give him a chance before the camera.



King Vidor, director of "Hallelujah," and his wife, Eleanor Boardman, who appears with John Gilbert in "Redemption." The Vidors are with Metro-Goldwyn-Mayer.

METRO-GOLDWYN-MAYER'S Silent Productions

For Season 1929-30

THE BROADWAY MELODY
THE VIKING
UNHOLY NIGHT
HALLELUJAH
THE MYSTERIOUS ISLAND
COLLEGE LIFE

Silent version of M-G-M's big success, with Anita Page, Bessie Love, Charles King. A Henry Beaumont Production.

Romantic story based on the novel, "The Thrall of Leif, the Lucky," by Ottillie A. Liljenscrantz, with Pauline Starke, Donald Crisp, Leroy Mason. In Technicolor throughout.

Directed by Lionel Barrymore from Ben Hecht's "Green Ghost." Featuring Ernest Torrence, Dorothy Sebastian and Roland Young. A mystery story.

Colorful drama of Southern plantation life. A King Vidor Production. Cast headed by Daniel L. Haynes and Nina Mae McKinney is all colored.

Based on the famous novel by Jules Verne. Cast includes Lionel Barrymore, Lloyd Hughes, and Jane Daly. Photographed in Technicolor.

A story of youth and beauty by Al Boasberg and Deimer Daves, with cast including Elliott Nugent, Robert Montgomery, Cliff Edwards, Sally Starr, Phyllis Crane, Max Davidson, Dorothy Dehn.

**WILLIAM
HAINES**
Navy Blues
Speedway

With ANITA PAGE heading the supporting cast. Story of a Gob from the destroyer fleet who makes whoopee.

With Anita Page, Ernest Torrence, Karl Dane, John Miljan. Racing story by Byron Morgan.

**JOAN
CRAWFORD**
Our Modern Maidens
Jungle

A Jack Conway Production. With Rod La Rocque, Douglas Fairbanks, Jr., Anita Page, Josephine Dunn.

Adapted from a Saturday Evening Post story by C. E. Scroggins. Scenario by Sylvia Thalberg and Frank Butler.

**RAMON
NAVARRO**
Number One
Number Two

A star who is well-called "The Prince of Romance."

Handsome, talented, and above all, manly. Favorite with all classes of audiences.

GRETA GARBO
Number One

A captivating and brilliant star — the Bernhardt of the screen.

LON CHANEY
The Bugle Sounds
Number Two
Number Three

Adapted from the book by Major Pechkoff. First feature picture showing France's famous Foreign Legion.

His versatility has won him the title, "The Man of 1,000 Faces."

His art has made him the favorite of 100 million fans.

JOHN GILBERT
Redemption

Cast includes Renee Adoree, Conrad Nagel, Eleanor Boardman. From Tolstoi's novel.

Hal Roach Comedies

10 LAUREL-HARDY

Most popular and funniest comedians on the screen.

10 CHARLEY CHASE

An outstanding series of polite society comedies.

10 OUR GANG

Including Jean Darling, Joe Cobb, Wheeler, Farina.

10 ALL STARS

The largest comedy stock company in the world.

Oddities--Events

26 ODDITIES

Made by Ufa in all parts of the world.

6 GREAT EVENTS

Based on great moments in history.

M-G-M
104 International News

Produced by Hearst's great news gathering organization.

Regal Films Limited

Canadian Distributors for
Metro-Goldwyn-Mayer

Pathe Holds Supremacy In Two-Reel Comedies

Tried-and-tested humor, not luck, accounts for Pathe's wild-fire success in talk comedy. Hundreds of times on the stage each one has pulled down the house. 52 top-notch skits applauded hilariously by an audience of millions extending over many years . . . and produced for Pathe by the same personalities who put them over behind the footlights! George Le Maire, Broadway's funniest "straight" man for 20 years---Le Maire of the Follies, Vanities, Le Maire's Affairs, Artists and Models. J. Gordon Bostock. Harry Delmar. Charles Maddock. Frank T. Davis. Jimmie Gleason---outstanding vaude, revue and legit producers on the big time! And all producing with the original talent what performance now proves to be the most profitable laughs in the business.

Regal Films Limited

Canadian Distributors for Pathe

52 LAUGHERS

LE MAIRE

8 Comedies

MANHATTAN

6 Comedies

CHECKER

6 Comedies

VARIETY

8 Comedies

FOLLY

6 Comedies

MELODY

6 Comedies

GOLDEN ROOSTER

6 Comedies

BUCK & BUBBLES

6 Comedies